



Case Study

Skis.com Checkout Header Test



RESULTS

- 17.23% lift in checkout completions
- 98.34% statistical significance
- Over 1,200 visitors tested

HYPOTHESIS

To increase checkout completion rate by removing any unnecessary distractions and by building consumer confidence through increased visibility of customer service contact information and trust messaging.

HOW WE ACCOMPLISHED THIS

By using VisualWebsiteOptimizer, Trinity Insight implemented an A/B test to determine which presentation of the checkout funnel would produce a higher completion rate with a 95% or higher statistical significance.



HYPOTHESIS

To increase checkout completion rate by removing any unnecessary distractions and by building consumer confidence through increased visibility of customer service contact information and trust messaging.

Control Checkout Header

100% Satisfaction Guarantee Welcome: [Login](#) | [Register](#) | 800-754-7266 | [Live Chat](#)

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SKI GEAR SNOWBOARD GEAR ACCESSORIES MENS WOMENS KIDS FOOTWEAR SALE

LEARN BLOG BUYING GUIDES ON SNOW VIDEO REVIEWS TRAVEL BRANDS [Cart \(3\)](#) [Checkout](#)

Customer Service 800-754-7266

Step 1 - Billing

* = required field

* First Name:

* Last Name:

* Address 1:

Step 2 - Shipping

☒ Same as billing address

* First Name:

* Last Name:

* Address 1:

Order Summary [Edit](#)

Rome Hammerhead Blem Snowboard
Size: 153cm Qty: 1 | \$249.99

Under Armour Base 3.0 Leggings Mens Long Underwear Pants
Size: S Qty: 1 | \$74.99

Variation Checkout Header

Questions? Contact Customer Service 800-754-7266 [Live Chat ONLINE](#)

SKIS.com **SECURECHECKOUT**

Step 1 - Billing

* = required field

* First Name:

* Last Name:

* Address 1:

Address 2:

* Country:

* State:

* City:

Step 2 - Shipping

☒ Same as billing address

* First Name:

* Last Name:

* Address 1:

Address 2:

* Country:

* State:

* City:

Order Summary [Edit](#)

Rome Hammerhead Blem Snowboard
Size: 153cm Qty: 1 | \$249.99

Under Armour Base 3.0 Leggings Mens Long Underwear Pants
Size: S Qty: 1 | \$74.99

Columbia Millennium Blur Womens Insulated Ski Jacket
Size: L Color: Abyss Qty: 1 | \$300.00



HOW THIS IMPROVEMENT WAS ACHIEVED

The key to finding valuable testing opportunities is to let the website data guide you. By comparing the Skis.com average checkout completion rate against the industry average, we believed we may have an actionable test. Once the data led us to the checkout funnel, our user experience designers took over from there. When evaluating the presentation of the checkout page we look for simplicity, security and clear action. Distractions, fear, uncertainty and doubt can cause any potential customer to jump ship before confidently clicking the place order button. With this particular test for Skis.com, we found an improvement by removing unnecessary distractions like the main and sub navigation menus. We also increased consumer confidence by adding a security message and enlarging the customer service phone number and live chat. By removing distractions and bringing more focus to the task at hand, which is completing checkout, Trinity Insight was able to produce a 17.23% lift to the overall checkout completion rate.

UNDERSTANDING STATISTICAL SIGNIFICANCE

Statistical significance refers to the likelihood that the variation will beat the control. In other words, when looking at the checkout completion data we collected in this experiment, what is the likelihood that the average checkout completion rate for the variation is higher than the average checkout completion rate for the control? We need statistical significance to prove that the average checkout completion rate increases are not a statistical fluke. Once a statistical significance of 95% or higher is reached, most industry professionals will agree that the test results are not a fluke. More information on statistical significance and A/B testing can be found in VWO's Knowledge Base at vwo.com/knowledge.

QUESTIONS? CONTACT TRINITY INSIGHT TODAY

TRINITY INSIGHT

Trinity Insight has helped numerous retailers, brands, and enterprises drive more profitable website traffic, improve conversion rates, and lower eCommerce costs. With over 10 years of eCommerce consulting and internet marketing experience, we have worked with market leaders in the travel, retail, manufacturing, and financial industries, and helped them exceed online growth expectations.

VWO

Visual Website Optimizer is an easy to use A/B testing tool that allows marketing professionals to create different versions of their websites and landing pages to see which version produces maximum conversion rate or sales. VWO also has additional tools for heatmaps, clickmaps, behavioral targeting and geo targeting. The VWO platform now offers the ability to A/B test iOS apps.

SKIS.COM

Skis.com is a retailer that has been in the skiing industry since 1990. The company owns and operates a number of retail stores and has been using the Internet as an extension of their retail shops since 1997, that's an amazing 15 years of experience on the Internet! They hope that you will find anything and everything you need for skiing when you visit their website.

